

09721441.trn

%%^Dialog;Highlighton=%%%;HighlightOff=%%%;

Connecting via winsock to Dialog

Logging in to Dialog

Trying 31060000009998...Open

DIALOG INFORMATION SERVICES

PLEASE LOGON:

\*\*\*\*\*

ENTER PASSWORD:

\*\*\*\*\*

Welcome to DIALOG

Dialog level 04.13.01D

Last logoff: 09sep04 16:33:38

Logon file405 28sep04 15:26:50 ✓

\*\*\* ANNOUNCEMENT \*\*\*

\*\*\*

--Connect Time joins DialUnits as pricing options on Dialog.  
See HELP CONNECT for information.

\*\*\*

--SourceOne patents are now delivered to your email inbox  
as PDF replacing TIFF delivery. See HELP SOURCE1 for more  
information.

\*\*\*

--Important Notice to Freelance Authors--  
See HELP FREELANCE for more information

\*\*\*

NEW FILES RELEASED

\*\*\*F-D-C Gold/Silver Sheet (File 184)

\*\*\*BIOSIS Toxicology (File 157)

\*\*\*IPA Toxicology (File 153)

\*\*\*

UPDATING RESUMED

\*\*\*

RELOADED

\*\*\*Toxfile (File 156)

REMOVED

\*\*\*

>>> Enter BEGIN HOMEBASE for Dialog Announcements <<<  
>>> of new databases, price changes, etc. <<<

\*\*\*\*

MACFULL is set ON as an alias for 15,16,148,160,275,621,278,634,256,476.

MACFULL2 is set ON as an alias for 9,20,613,624,636,813,348,349,610,810,47.

MACAB is set ON as an alias for 65,77,99,233,583,35,2,474,475,347.

MAC70514 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.

\* \* \* \*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)

## 5. Product Descriptions

## Connections:

- 6. DIALOG(R) Document Delivery
- 7. Data Star(R)

(c) 2003 Dialog, a Thomson business.

All rights reserved.

/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

? b 410

```

28sep04 15:26:52 User264670 Session D151.1
$0.00      0.222 DialUnits FileHomeBase
$0.00 Estimated cost FileHomeBase
$0.00 Estimated cost this search
$0.00 Estimated total session cost  0.222 DialUnits

```

File 410:Chronolog(R) 1981-2004/Sept  
(c) 2004 The Dialog Corporation

```

Set  Items  Description
---  -
? set hi %%;set hi %%%
HILIGHT set on as '%%%'
%%HILIGHT set on as '%%%'
? b macfull, mac70514
>>>      278 does not exist
>>>1 of the specified files is not available
28sep04 15:27:04 User264670 Session D151.2
$0.00      0.097 DialUnits File410
$0.00 Estimated cost File410
$0.05 TELNET
$0.05 Estimated cost this search
$0.05 Estimated total session cost  0.319 DialUnits

```

## SYSTEM:OS - DIALOG OneSearch

```

File 15:ABI/Inform(R) 1971-2004/Sep 28
(c) 2004 ProQuest Info&Learning
*File 15: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
File 16:Gale Group PROMT(R) 1990-2004/Sep 28
(c) 2004 The Gale Group
*File 16: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
File 148:Gale Group Trade & Industry DB 1976-2004/Sep 28
(c)2004 The Gale Group
*File 148: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2004/Sep 28
(c) 2004 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2004/Sep 28
(c) 2004 The Gale Group
File 634:San Jose Mercury Jun 1985-2004/Sep 27
(c) 2004 San Jose Mercury News
File 256:TecInfoSource 82-2004/Jul
(c)2004 Info.Sources Inc

```

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File 476:Financial Times Fulltext 1982-2004/Sep 28  
(c) 2004 Financial Times Ltd

File 635:Business Dateline(R) 1985-2004/Sep 28  
(c) 2004 ProQuest Info&Learning

File 570:Gale Group MARS(R) 1984-2004/Sep 28  
(c) 2004 The Gale Group

File 387:The Denver Post 1994-2004/Sep 24  
(c) 2004 Denver Post

File 471:New York Times Fulltext 90-Day 2004/Sep 28  
(c) 2004 The New York Times

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers

\*File 492: Not updating. See instead File 990 for current articles from the Arizona Republic.

File 494:St LouisPost-Dispatch 1988-2004/Sep 27  
(c) 2004 St Louis Post-Dispatch

File 498:Detroit Free Press 1987-2004/Sep 17  
(c) 2004 Detroit Free Press Inc.

File 631:Boston Globe 1980-2004/Sep 28  
(c) 2004 Boston Globe

File 633:Phil.Inquirer 1983-2004/Sep 27  
(c) 2004 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2004/Sep 28  
(c) 2004 Newsday Inc.

File 640:San Francisco Chronicle 1988-2004/Sep 28  
(c) 2004 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2004/Sep 25  
(c) 2004 Scripps Howard News

File 702:Miami Herald 1983-2004/Sep 27  
(c) 2004 The Miami Herald Publishing Co.

File 703:USA Today 1989-2004/Sep 22  
(c) 2004 USA Today

File 704:(Portland)The Oregonian 1989-2004/Sep 26  
(c) 2004 The Oregonian

File 713:Atlanta J/Const. 1989-2004/Sep 26  
(c) 2004 Atlanta Newspapers

File 714:(Baltimore) The Sun 1990-2004/Aug 27  
(c) 2004 Baltimore Sun

File 715:Christian Sci.Mon. 1989-2004/Sep 28  
(c) 2004 Christian Science Monitor

File 725:(Cleveland)Plain Dealer Aug 1991-2004/Sep 27  
(c) 2004 The Plain Dealer

File 735:St. Petersburg Times 1989- 2004/Sep 26  
(c) 2004 St. Petersburg Times

File 477:Irish Times 1999-2004/Sep 28  
(c) 2004 Irish Times

File 710:Times/Sun.Times(London) Jun 1988-2004/Sep 27  
(c) 2004 Times Newspapers

File 711:Independent(London) Sep 1988-2004/Sep 28  
(c) 2004 Newspaper Publ. PLC

\*File 711: Use File 757 for full current day's news of the Independent, as as well as full coverage of many additional European news sources.

File 756:Daily/Sunday Telegraph 2000-2004/Sep 28  
(c) 2004 Telegraph Group

File 757:Mirror Publications/Independent Newspapers 2000-2004/Sep 28  
(c) 2004

#### Set Items Description

? s adforce or adknowledge not (py=>2000 or pd=>19991122 or cy=>19991122)  
>>>One or more prefixes are unsupported  
>>> or undefined in one or more files.  
Processing

09721441.trn

Processing  
Processed 10 of 34 files ...  
Processing  
Processed 20 of 34 files ...  
Processing  
Completed processing all files  
2756 ADFORCE  
1311 ADKNOWLEDGE  
20785065 PY=>2000  
21268723 PD=>19991122  
46 CY=>19991122  
S1 3316 ADFORCE OR ADKNOWLEDGE NOT (PY=>2000 OR PD=>19991122 OR  
CY=>19991122)  
? s s1 and random?  
3316 S1  
464200 RANDOM?  
S2 65 S1 AND RANDOM?  
? rd  
...examined 50 records (50)  
...completed examining records  
S3 22 RD (unique items)  
? t s3/3,k/1-22

3/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01953999 45664528  
Engage technology plays follow the user  
Cheng, Kipp  
Brandweek v40n38 PP: 34 Oct 11, 1999  
ISSN: 1064-4318 JRNL CODE: IADW  
WORD COUNT: 339

...TEXT: overall ROI. Additionally, advertisers will be able to better move  
excess ad inventory, instead of %%%randomly%%% placing ads in front of  
uninterested users to fulfill buys. with appropriately targeted ads, Web...

...through behavior.

AudienceNet will utilize the ad-serving technology of sister CMGI ad  
technology firms %%%AdForce%%% and Adsmart.

Zikakis said that Engage is recruiting sites and site networks to  
participate in...

3/3,K/2 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07989231 Supplier Number: 62240020 (USE FORMAT 7 FOR FULLTEXT)  
Streaming the latest strokes.(Brief Article)  
Tedesco, Richard  
Broadcasting & Cable, v130, n15, p131  
April 10, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Trade  
word Count: 782

... ad system to interact.  
The RealNetworks system also offers stations a customized template  
Page 4

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to provide %%%random%%% streaming of different news segments after a newscast has aired, with the inserted ads streaming...

...insertion service, aiming at a third-quarter launch. It's teaming with CMGI sister unit %%%AdForce%%%, another major online ad facilitator, to deliver ads inserted in streaming video for on-demand...

...to Brix, who envisions TV rep firms' selling ads on a regional or national basis.

%%AdForce%%% organizes the ads to be streamed, and its servers cue Activate.net's servers at...

3/3,K/3 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07846533 Supplier Number: 64987557 (USE FORMAT 7 FOR FULLTEXT)  
GROUPS EYE WIRELESS PRIVACY ISSUES AND INTERNET AD STANDARDS.(Industry  
Trend or Event)  
Mobile Communications Report, v14, n17, pNA  
Sept 4, 2000  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 925

... expected to make fix by end of Aug. so subscribers would be identified only through %%%randomly%%% generated numbers rather than through phone number when they visited particular Internet site. He couldn  
...

...Yahoo as members. Tim DePriest, interim pres. of WAA and strategy dir. for marketing firm %%%AdForce%%%, differentiated work of his group from other wireless data initiatives spearheaded by CTIA or ad...

3/3,K/4 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07825197 Supplier Number: 65329491 (USE FORMAT 7 FOR FULLTEXT)  
The ERA Celebrates Its 10th Anniversary in Las Vegas.  
Response TV, v9, n12, p24  
Sept, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 8271

... help communicate with the office during those important transactions.

Winterberry Group Technology Pavilion

Powered by: %%%RANDOM%%%/ORDER  
Pavilion exhibitors: CommerceTV, Liberate, RespondTV, and WorldGate Communications  
Sure in five years we'll...

...500 digital channels...but what about six months from now? Winterberry Group has partnered with %%%RANDOM%%%/ORDER to showcase all the exciting and new interactive options: enhanced TV, personal video recording...

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Mendelson, VP Internet Strategies, Winterberry Group LLC

Panelists:

Richard Fisher, CEO, RespondTV  
Tory Hazard, President, %%%RANDOM%%%/ORDER  
Matt Kay, CEO, CommerceTV

We are bombarded with new technologies--the Internet and broadband...

...CEO, Winterberry Group LLC

Panelists:

John Bohan, CEO, L90  
Dee Cravens, Executive VP Corporate Development, %%%AdForce%%%  
Jeanette McClennan, President, Ogilvy Interactive  
Tony Winders, President & CEO, iAgency

As an industry, the existing...Direct (A QVC Division)Booth 411  
Quest Membership Services Inc. (JCPenney)Booth 247, Suite E  
%%RANDOM%%/ORDERTechnology Pavilion  
REDUCE FAT-FAST Corp.Booth 718  
Reliant Interactive Media Corp.Booth 533  
RespondTVTechnology...421

Q Direct (a QVC division) 411  
Quest Membership Services Inc.

(JCPenney) 247, Suite E

%%Random%%

Order Internet Technology Pavilion

REDUCE FAT-FAST Corp. 718

Reliant Interactive Media Corp. 225  
RespondTV...

3/3,K/5 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07777781 Supplier Number: 65006130 (USE FORMAT 7 FOR FULLTEXT)  
AccessERA2000: ERA 10th Annual Conference & Exposition.  
PR Newswire, p5438  
Sept 6, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 983

... CEO, CommerceTV; Ken  
Papagan, Senior VP, iXL; John Bohan, CEO, L90; Dee Cravens, Executive  
VP, %%%AdForce%%%; J. D. Sandom, President, RappDigital; and Tory  
Hazard,  
President, %%%Random%%%/Order.  
-- Final Answer: So, You Want To Be A Millionaire? Get Your Product  
On  
TV...

3/3,K/6 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

09721441.trn  
07741564 Supplier Number: 64434915 (USE FORMAT 7 FOR FULLTEXT)  
GROUPS STUDY WIRELESS PRIVACY ISSUES AND AD STANDARDS.(Industry Trend or  
Event)  
Communications Daily, v20, n162, pNA  
August 21, 2000  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
word Count: 900

... to make fix by end of month so that subscribers will be identified  
only through %%%randomly%%% generated numbers rather than through phone  
number when they visit particular Internet site. "It's...

...Yahoo as members. Tim DePriest, interim pres. of WAA and strategy dir.  
for marketing firm %%%AdForce%%%, differentiated work of his group from  
other wireless data initiatives spearheaded by CTIA or ad...

3/3,K/7 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07727968 Supplier Number: 63993322 (USE FORMAT 7 FOR FULLTEXT)  
Privacy Perspectives for Online Searchers.(Internet/Web/Online Service  
Information)  
Duberman, Josh; Beaudet, Michael  
Searcher, v8, n7, p32  
July, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Professional  
word Count: 9923

... enforcing this law and looking at violators closely." The FTC will  
check web sites at %%%random%%% for compliance; each violation could cost  
operators \$11,000 (The New York Times, 4/21...Web banner ads. These  
companies include 24/7 Media, Flycast, Real Media, MatchLogic,  
Doubleclick-Netgravity, %%%Adforce%%%, and Engage Technologies-Adsmart  
Network. (See "Your Browser Is Selling You Out," PC Computing, 3...

3/3,K/8 (Item 7 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07654944 Supplier Number: 63767941 (USE FORMAT 7 FOR FULLTEXT)  
Thank Ya Pardner.  
Saba, Jennifer  
MC Technology Marketing Intelligence, v20, n7, p32  
July, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
word Count: 559

... to run an ad on the same page as the article. But instead of just  
%%randomly%% linking readers to the home page of Drugplanet, where they  
must then click through many...

...had it up in two days with Amazon," says Johnson, who also uses Trapezo  
with %%%AdForce%%% to serve his ads. "Everybody loves it because everybody  
is trying to find new ways...

3/3,K/9 (Item 8 from file: 16)

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DIALOG(R)File 16:Gale Group PROMT(R)  
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07645328 Supplier Number: 63723768 (USE FORMAT 7 FOR FULLTEXT)  
Deals.(Brief Article)  
CableFAX, v11, n145, pNA  
July 26, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Newsletter; Trade  
Word Count: 156

(USE FORMAT 7 FOR FULLTEXT)

TEXT:  
...for the availability of its One to One, SpotOn, and HyperTV products and services to %%%RANDOM%%%/ORDER'S iTVLab, and interactive content production facility. -- WorldGate (WGAT) out-sourced its ad management and delivery to %%%AdForce%%%, a CMGI (CMGI)-majority-owned company.

3/3,K/10 (Item 9 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07637251 Supplier Number: 62266789 (USE FORMAT 7 FOR FULLTEXT)  
Too Many Cookies Are Bad for You.(Internet/Web/Online Service Information)  
Angel, Jonathan  
Network Magazine, pNA  
June 1, 2000  
Language: English Record Type: Fulltext Abstract  
Document Type: Magazine/Journal; Trade  
Word Count: 3998

... to get personalized content.  
However, while the 4,500 users the Personalization Consortium surveyed were %%%randomly%%% selected, they all came from a database of users who had already "opted into" at...a server:  
Privacy.net <http://privacy.net/analyze/>  
Snoop! [www.onion-router.net/dynamic/snoop](http://www.onion-router.net/dynamic/snoop)  
%%Adforce%% [www.%%adforce%%.com/home/privacy/OptOutOption.html](http://www.%%adforce%%.com/home/privacy/OptOutOption.html)  
DoubleClick [www.doubleclick.com/company...](http://www.doubleclick.com/company...)

3/3,K/11 (Item 10 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07628080 Supplier Number: 63662544 (USE FORMAT 7 FOR FULLTEXT)  
REMINDER/Myers Forum for Interactive Television Development; The Future of  
ITV is Now!  
Business Wire, p2038  
July 25, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 327

... ITV technologies, including demonstrations from  
Microsoft/Web TV, Microsoft TV, Replay TV, ICTV,  
Commerce.TV, %%%Random%%%/Order, WorldNow and Discovery.com.

Myers Reports, Inc., publishes syndicated, proprietary and custom research reports...



...FORUM

1. Microsoft TV
2. webTV
3. Turner Broadcasting
4. ESPN
5. CARAT NA
6. %%%RandomOrder%%%
7. PBS
8. Sony's Game Show Network
9. Bear Stearns
10. AdWeek Magazines
- 11...

- ...14. Discovery
15. Granite Broadcasting
16. Canal+ US
17. Chyron
18. NBCi
19. NAMIC
20. %%%AdForce%%%
21. BrandEra
22. WorldGate
23. WorldNow
24. Hearst-Argyle
25. Massive Media
26. Commerce.tv...

3/3,K/12 (Item 11 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07601229 Supplier Number: 63641931 (USE FORMAT 7 FOR FULLTEXT)  
ADVISORY/ Myers Forum for Interactive Television Development - Tomorrow,  
July 25th!!!!  
Business wire, p2624  
July 24, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
word Count: 346

... FORUM

1. Microsoft TV
2. webTV
3. Turner Broadcasting
4. ESPN
5. CARAT NA
6. %%%RandomOrder%%%
7. PBS
8. Sony's Game Show Network
9. Bear Stearns
10. AdWeek Magazines
- 11...

- ...14. Discovery
15. Granite Broadcasting
16. Canal+ US
17. Chyron
18. NBCi
19. NAMIC

09721441.trn

20.       %%%AdForce%%  
21.       BrandEra  
22.       worldGate  
23.       worldNow  
24.       Hearst-Argyle  
25.       Massive Media  
26.       Commerce.tv...

3/3,K/13       (Item 12 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07484964       Supplier Number: 62854957 (USE FORMAT 7 FOR FULLTEXT)  
PR Newswire California Summary, wednesday, June 21, 2000 up to 10:00 a.m.  
PT.  
PR Newswire, pNA  
June 21, 2000  
Language: English       Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 3372

...       Transit System  
SFW070 06/21/2000 08:30 r f bc-CA-ClickAction (PALO ALTO)  
%%%AdForce%%% Partners With ClickAction to Provide Email Marketing Services  
For Its Clients  
SFW106 06/21/2000 08:30 r e bc-CA-NY-Liquid-Audio (REDWOOD CITY)  
%%%Random%%% House Publishing Group Selects Liquid Audio for Mario Puzo's  
'Omerta' Book Download  
LAW016 06...

3/3,K/14       (Item 13 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07484729       Supplier Number: 62851707 (USE FORMAT 7 FOR FULLTEXT)  
PR Newswire National Summary, wednesday, June 21, 2000 8:00 To 10 A.M.  
EST.  
PR Newswire, pNA  
June 21, 2000  
Language: English       Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 4673

...       Seminar Series  
SFW070 06/21/2000 08:30 r f bc-CA-ClickAction (PALO ALTO)  
%%%AdForce%%% Partners With ClickAction to Provide Email Marketing Services  
For Its Clients  
SFW106 06/21/2000 08:30 r e bc-CA-NY-Liquid-Audio (REDWOOD CITY)  
%%%Random%%% House Publishing Group Selects Liquid Audio for Mario Puzo's  
'Omerta' Book Download  
LAW016 06...

3/3,K/15       (Item 14 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

07247951       Supplier Number: 61625150 (USE FORMAT 7 FOR FULLTEXT)  
CABLE FEAR D.C. CHANGES.  
Television Digest, v40, n17, pNA  
April 24, 2000

09721441.trn

Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
word Count: 3631

... up from \$797,065, while Dowdle received bonus of \$650,000, up from \$475,000.

%%AdForce%% and wireless carriers and equipment makers plan to start Wireless Advertising Industry Assn., in part...authority conflicts, Center said, with coverage of church-state relations tripling in decade. Study involved %%random%% sample of 3,365 stories that appeared in major newspapers and news magazines and monitoring...

3/3,K/16 (Item 15 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

06989809 Supplier Number: 59120955 (USE FORMAT 7 FOR FULLTEXT)  
Your Browser is Selling You Out.(the danger cookies pose to personal privacy when online)(Internet/Web/Online Service Information)  
PC/Computing, p90  
March, 2000  
Language: English Record Type: Fulltext Abstract  
Document Type: Magazine/Journal; Trade  
word Count: 1308

... they can serve up banner ads that are more likely to appeal to you than %%randomly%% selected ads. Maybe so, but most Internet analysts see a more logical explanation: Click-through...link.

NetGravity [www.netgravity.com](http://www.netgravity.com)

A division of DoubleClick; see DoubleClick for opt-out instructions.  
%%AdForce%% [www.%%adforce%%.com/home/comp3...](http://www.%%adforce%%.com/home/comp3...)

3/3,K/17 (Item 16 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

06336427 Supplier Number: 54621446 (USE FORMAT 7 FOR FULLTEXT)  
Online Privacy Alliance Says Web Sweeps Confirm Significant Progress in Privacy Self-regulation.  
Business Wire, p1738  
May 13, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
word Count: 1005

... in safeguarding privacy in cyberspace.  
The Georgetown Survey looked at 364 ".com" web sites, a %%random%% sampling selected from the 7,500 most visited web sites. The OPA Top 100 survey...

...the means to enforce ethical behavior online."

OPA member companies and associations include: 3Com, Acxiom, %%AdForce%%, America Online, Inc., American Advertising Federation, American Electronics Association, American Institute of Certified Public Accountants...

3/3,K/18 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

09721441.trn  
12640160 SUPPLIER NUMBER: 65652243 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Internet privacy goes public: industry takes voluntary action, proposed  
legislation pending.(Brief Article)  
Medical Marketing & Media, 35, 9, 18  
Sept, 2000  
DOCUMENT TYPE: Brief Article ISSN: 0025-7354 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 381 LINE COUNT: 00034

... security.  
The Network includes top names in Internet advertising servers --  
DoubleClick, Adknowledge, 24/7 Media, %%AdForce%%, and others. All  
Internet sites have been asked to comply with the agreement, including  
medical...

...Commission disclosed results of a survey in which 100 of the busiest  
sites and a %%random%% sample of 335 other sites were examined to see how  
many provide notice of privacy...

3/3,K/19 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2004 The Gale Group. All rts. reserv.

02195973 SUPPLIER NUMBER: 20896025 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
\*\*\*\*Internet Explorer Catching Up To Navigator, Again.  
Newsbytes, n138, pNEW07130031  
July 13, 1998  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 708 LINE COUNT: 00059

... continued through the latest census, Zona said.  
Approximately 250 corporate information technology (IT) professionals  
are %%randomly%% chosen and surveyed for each web Browser Census, Zona  
added.  
Zona Research's web site...

...seem to correlate with two other web browser market surveys out within  
the last month. %%Adknowledge%% reported last week that Netscape  
Navigator's market share in the overall web browser market...

...6 percent to capture 45.6 percent of market (Newsbytes, Jul. 7, 1998).  
In addition, %%Adknowledge%%'s June statistics show the 51 percent  
of windows 95 users surf the web with IE, while 49 percent use Navigator.  
This statistic is important, %%Adknowledge%% said, because windows 95 is  
the "most popular" operating system for Net users.  
Last month...

3/3,K/20 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2004 The Gale Group. All rts. reserv.

01689854 SUPPLIER NUMBER: 15399650 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Editorial document management. (Seybold Special Report: Seybold Seminars  
Boston '94, Part II)  
Seybold Report on Publishing systems, v23, n16, ps37(9)  
May 10, 1994  
ISSN: 0736-7260 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 9621 LINE COUNT: 00761

... has worked on a variety of reference-publishing tasks, including  
the dictionary publishing system at %%Random%% House.

09721441.trn

Like Leonesio, Hayslett is an sgml convert. "You're crazy not to use sgml...for various printing configurations. The forms option adds \$2,000 to the price of ALS. \* %AdForce% (a stripped-down version of ALS). This new product, priced at \$1,995, is aimed...

...Manager. But for smaller newspapers and magazines, we think its semiautomatic approach will be sufficient. %AdForce% is available immediately and includes both an Xtension and an Addition for linking to Xpress or PageMaker. %AdForce% is being marketed by Managing Editor and Baseview, as well as independent integrators and resellers...  
...price starts at \$5,000.

Our take. Of the three new products, it appears that %AdForce% will sell the most copies. Its value for the low price is very attractive, and...

3/3,K/21 (Item 1 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2004 San Jose Mercury News. All rts. reserv.

09715098

NET MEASURING STICKS FALL SHORT RATINGS FIRMS STRUGGLE TO GAUGE WORKPLACE USAGE, IMPEDING ONLINE ADVERTISING  
San Jose Mercury News (SJ) - Monday, August 3, 1998  
By: STEPHEN BUEL, MERCURY NEWS STAFF WRITER  
Edition: Morning Final Section: Business Monday Page: 1E  
Word Count: 1,935

...a certain number of impressions. who sees them?' ''

Scott Kauffman, president and chief executive of %AdKnowledge% Inc., a Palo Alto company that makes planning tools for advertisers, said the ratings problem...

... members according to which companies let them install software, their survey would no longer be %Random%. The host company also would probably institute new policies about web usage, thus changing the...

Advertising Research Foundation ; %AdKnowledge% Inc ; America Online ; Census Bureau ; CNet ; Hawthorne ; Infoseek ; Internet Advertising Bureau ; Lot21 ; Media Metrix ; NetRatings...

3/3,K/22 (Item 1 from file: 640)  
DIALOG(R)File 640:San Francisco Chronicle  
(c) 2004 Chronicle Publ. Co. All rts. reserv.

09792067

WEB ADVERTISERS GET NEW TOOL  
San Francisco Chronicle (SF) - MONDAY, October 19, 1998  
By: Carol Emert, Chronicle Staff Writer  
Edition: FINAL Section: BUSINESS Page: E2  
Word Count: 556

... something Internet advertisers have been crying out for," said Michael Tann, a vice president with %AdForce% of Cupertino. "This fundamentally brings the same kind of credible market research that's used in the established media into the Internet."

John Mracek, vice president of marketing for %AdKnowledge%, an ad server in New York, said he sees the service as an adjunct to...

... ads that have been distributed by ad servers that are working with

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Millward Brown, including AdKnowledge, AdForce and industry leader Doubleclick, which serves about 30 percent of Web ads.

Rex Briggs, a...

...samples used by ratings services in other media, Briggs said.

Voyager panelists are recruited by random telephone calls and don't receive anything except the chance to win free prizes.

Millward...

? show files

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(c) 2004 ProQuest Info&Learning  
File 16:Gale Group PROMT(R) 1990-2004/Sep 28  
(c) 2004 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2004/Sep 28  
(c) 2004 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 275:Gale Group Computer DB(TM) 1983-2004/Sep 28  
(c) 2004 The Gale Group  
File 621:Gale Group New Prod. Annou.(R) 1985-2004/Sep 28  
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(c) 2004 The Oregonian  
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File 714:(Baltimore) The Sun 1990-2004/Aug 27  
(c) 2004 Baltimore Sun

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File 715:Christian Sci.Mon. 1989-2004/Sep 28  
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File 725:(Cleveland)Plain Dealer Aug 1991-2004/Sep 27  
(c) 2004 The Plain Dealer  
File 735:St. Petersburg Times 1989- 2004/Sep 26  
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Set	Items	Description
S1	3316	ADFORCE OR ADKNOWLEDGE NOT (PY=>2000 OR PD=>19991122 OR CY-=>19991122)
S2	65	S1 AND RANDOM?
S3	22	RD (unique items)
?		

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TIMEOUT: Logged off 09/28/04 15:43:47 by System